

# Rabia Abdul Ghafoor

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## EDUCATION

### Indiana University Bloomington

Bachelor of Science - BS, Computer Science,

Bloomington, IN

January 2022 - May 2025

## PROFESSIONAL EXPERIENCE

### ProductHood

Product Management Fellow

Hyderabad, India

July 2022 - August 2022

- Spearheaded a team of 3 PMs to create a service marketplace for mobile phone repair targeted at Indian markets and users.
- Developed recommendations for a B2C startup to address customer pain-points and built MVP plan for proposed features.
- Designed Wireframes for an Android app, via Balsamiq. • Analyzed user personas, and took beta feedback, and included it in prototype. • Researched on product strategy, product acquisition, user personas, GTM strategies to solve product problems.

### ConTracker

Founder and Student Developer

Hyderabad, India

January 2020 - October 2021

- Developed ConTracker, an iOS proptech mobile app that tracks the construction of luxury homes.
- Created Wireframes, UML Diagrams, Structure, and Flowcharts for the app using Mockflow. • Designed UI for mobile app using Sketch, and developed Front-end using Swift5; Back-end using parse and cocoapods. • User-tested the app, and created development timelines. • Integrated the feature of remote push notifications (RPNs) into the app.
- Employed Object Oriented Programming (OOPS) techniques such as abstraction, and encapsulation for writing the code.

### Beehyv Software Solutions

Design Intern

Hyderabad, India

January 2020 - January 2020

- Designed wireframes for a calendar iOS mobile app.
- Completed capstone projects by implementing agile methodologies for product development.

### VisibleVegan

Co-founder, and Student Developer

Hyderabad, India

July 2019 - December 2019

- Designed the logo for the startup using Canva, and the website using Wix.com. • Conducted Primary Market Research through surveys, and secured 45 potential customers. • Implemented a B2C business model and Constructed an estimated budget plan; pitched the idea to investors, and venture capitalists in Global Schoolpreneur Summit. • Created social media handles and Marketed the company on social media.

## LEADERSHIP & EXTRACURRICULAR ACTIVITIES

### INgineering at IU

President

Bloomington, IN

May 2023 - Present

- Managed long-term vision and operations, held biweekly meetings with Senior Advisors. • Grew the club membership from 20+ members to 60+ members. • Managed the funding allocation for the Marketing, Finance and Operations Departments.

### Venture Capitalists at IU

Vice President of Operations

Bloomington, IN

January 2023 - December 2023

|Director of Operations

March 2022 - December 2022

- Organized club's weekly meetings and guest speaker events by creating event requests with the Student Activities Office.
- Researched and developed presentations tailored to events to educate general members on the venture ecosystems.
- Coordinated with the vice-presidents to streamline operations and regulated internal club agendas.

### Net Impact at Indiana University

Project Leader

Bloomington, IN

January 2023 - May 2023

|Strategy Consultant

September 2022 - December 2022

- Developed recommendations in a team of 5 for a co-working space named, *The Mill* to increase their visibility across Bloomington tech and entrepreneurial ecosystem. • Gathered data from the Mill's past clients by creating questionnaires via Google Forms.
- Communicated with 30+ of *The Mill*'s past clients. • Analyzed data and Developed a timeline for the project to ensure that the emails communications with the past clients of *The Mill* are on track.

### Indiana University, Luddy School of Informatics, Computing and Engineering

Undergraduate Student Researcher

Bloomington, IN

September 2022 - December 2022

- Employed computational techniques to analyze voter sentiments, predict fraud, and the spread of misinformation on social media during U.S Midterm Elections 2022. • Collaborated with researchers to compile a 90+ keyword list; estimated the prevalence of misinformation on the images gathered. • Researched and Collected data from Twitter, and Meta to classify tweets, and images, and generated graphs using excel to assign their credibility as high or low.

## INTERESTS

Wordle | Street Art | Cappuccino | Non-Fiction Books | Tech Twitter | Human Psychology